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AMENDMENTS TO THE SPECIFICATION

Please amend the specification as indicated below.

1. Replace the paragraph beginning on pg. 2, line 26 and ending on page 3, line 3 with the following:

An information supplier such as Acxiom Corporation ("Acxiom") attempts to meet the challenges in the digital age ~~buy by~~ using a plurality of persistent keys that link the record entries of information buyers with the record entries in its central database. U.S. Pat. No. 6,073,140 assigned to Acxiom, which patent is incorporated herein by this reference, discloses an open system in which an information buyer's databases are updated using a plurality of persistent keys and version numbers. A version number associated with a persistent key is updated each time the content in Acxiom's central database associated with the persistent key is updated. An information buyer's database becomes updated when the buyer's version number differs from the version number in Acxiom's central database with respect to the same persistent key.

2. Replace the paragraph beginning on page 5, line 4 and ending on page 5, line 5 with the following:

FIG. 4a is an exemplary embodiment of a transfer of information relating to a consumer referenced by a UCID and the corresponding UUID.

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3. Add the following paragraph after the paragraph ending on page 5, line 5:

FIG. 4b is an exemplary embodiment of a data file associated with a set of attributes.

4. Replace the paragraph beginning on page 7, line 4 and ending on page 7, line 15 with the following:

The supplier 102 can assign a different set of UCID's per information buyer. A set of UCID's used for a CF belonging to the buyer 108A is, therefore, preferably different from a set of UCID's used for a CF ~~belong~~ belonging to the buyer 108B. The use of different sets of UCID's per information buyer provides capability to protect proprietary information belonging to each information buyer. The use of different sets of UCID's also provides capability to avoid unintended dilution or expansion of information contained in a CF of a particular information buyer. Furthermore, using different sets of UCID's for different customers ~~avoid~~ avoids the security issues and other numerous problems associated with the previously discussed persistent key approach where different buyers are using the same key to access the same record entry. For example, the supplier can change periodically a set of UCID's belonging to an information buyer, thereby providing an increased security for information contained in the buyer's CF.

5. Replace the paragraph beginning on page 10, line 11 and ending on page 10, line 22 with the following:

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Referring to FIG. 4a, a transfer of information relating to a consumer referenced by a UCID and the corresponding UUID are described. A UUID 404 references a record entry 420 containing information relating to an entity 402. In general the record entry 420 includes a plurality of data files, commonly designated as 406. When the entity 402 generates events, such as changing her residency and disconnecting her telephone number and utilities, an information supplier receives new raw data regarding the entity 402. The supplier has the ability to process the raw data and recognize, for example, the data file 406a containing the address for the person 402 needs to be updated. When the buyer 410a transfers the UCID 412, the supplier finds the corresponding UUID 404 using the conversion table 440. The supplier can also initiate transfer of information regarding the entity 402 when certain information regarded by the buyer 410a to be time-critical becomes updated.

6. Replace the paragraph beginning on page 10, line 23 and ending on page 11, line 5 with the following:

As illustrated in FIG. 4b, The the data file 406a is associated with a set of attributes commonly designated as 408. For example, an attribute 408a specifies whether the data file 406a is regulated or non-regulated. Another attribute 408x specifies the time critical level of the data file 406a for different information buyers. Depending on the attributes associated with the data file 406a, the supplier can transfer in near real-time the updated content of the data file 406a to an information buyer. For example as shown in FIG. 4a,

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the content of the data file 406a is non-regulated and time critical to buyer 410a. The supplier can use the UUID 404 and the conversion table 440 to find the corresponding UCID 412. The supplier then can deliver the content of the data file 406a to update the corresponding data file 414a contained in the record entry 430 referenced by UCID 412. The supplier can provide new time-critical information to the buyer 410a via any real-time methods of communications, including the Internet and wireless communications. Those skilled in the art will understand that a supplier's computer can also overwrite the content of the data file 406a into the data file 414a associated in a buyer's computer using a standard protocol such as Extensible Markup Language ("XML").

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